

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 1/14/2014	(3) CONTACT/PHONE Nikki J. Schmidt 805/781-5496	
(4) SUBJECT Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to appoint Lori Maraviglia to the Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board. Districts 3 and 4.			
(5) RECOMMENDED ACTION It is recommended that the Board approve the appointment of Lori Maraviglia to the Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board. The term will expire January 14, 2017.			
(6) FUNDING SOURCE(S) N/A	(7) CURRENT YEAR FINANCIAL IMPACT \$0.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____) <input type="checkbox"/> Board Business (Time Est. ____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input checked="" type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5 Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Guy Savage			
(18) SUPERVISOR DISTRICT(S) District 3 - District 4 -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Office

DATE: 1/14/2014

SUBJECT: Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to appoint Lori Maraviglia to the Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board. Districts 3 and 4.

RECOMMENDATION

It is recommended that the Board approve the appointment of Lori Maraviglia to the Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board. The term will expire January 14, 2017.

DISCUSSION

The ordinance establishing the San Luis Obispo County Tourism Business Improvement District (CBID) was originally approved by the Board in May 2009 and subsequently renewed each May since then. The ordinance (Section 3.09.050) provides for an assessment on all lodging businesses (hotels, motels, bed and breakfasts, vacation rentals), existing and future, within the boundaries of the CBID based upon 2% of the paid rent charged by the operator per occupied room per night for all transient occupancies. Fifty percent (50%) of the assessment is to be used for marketing and promoting the entire CBID area; the other 50% is to be used to promote tourism in the Local Area from where the funds are collected (Section 3.09.080).

In accordance with the ordinance, the Board, at the recommendation of the CBID Advisory Board, on December 7, 2010, designates the local areas of the unincorporated business improvement district to be:

- Avila Beach
- Arroyo Grande unincorporated/San Luis Obispo unincorporated
- Cambria
- Cayucos
- Los Osos/Morro Bay unincorporated
- Nipomo/Oceano
- San Simeon

At that same meeting, the Board approved the Local Area By-laws which set out how the local area boards will be organized and appointed (Article II attached). Members of the Local Area Advisory Board are appointed according to the provisions of Government Code Section 54970 (Maddy Book). The Clerk-Recorder has posted the Advisory Board vacancies according to this government code section.

The Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board was formed on November 20, 2012 when the Board approved appointments to the Board according to the provisions of Government Code Section 54970 (Maddy Book). Section 1(a) of the Local Area By-laws reference above states that the advisory board "*...shall be made up of a minimum of three (3) but not more than seven (7) members...*". The Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board was formed with three (3) Board members. At this time, Lori Maraviglia is recommended to be appointed to the Advisory Board as the fourth member. The current Advisory Board members are serving staggered four year terms. In order to maintain the staggered four year terms, the initial appointment for Ms. Maraviglia is recommended to be for three years, expiring on January 14, 2017.

OTHER AGENCY INVOLVEMENT/IMPACT

Lodging businesses within the Arroyo Grande/San Luis Obispo (unincorporated) designated local area met to form and determine the organization of their advisory board. As noted above, the Arroyo Grande/San Luis Obispo (unincorporated) Local Area Advisory Board is recommending the appointment of Lori Maraviglia.

FINANCIAL CONSIDERATIONS

None.

RESULTS

This action continues the implementation of the local area provisions of the County Business Improvement District ordinance. The County does not establish performance criteria for the local areas beyond the legal contractual obligations to expend the funds for identified purposes.

ATTACHMENTS

1. Lori Maraviglia application
2. Arroyo Grande/SLO (unincorporated) November 21, 2013 meeting minutes
3. Local Area Advisory By-Laws – Article II Section 1c, page 2